

## Database of corporate blog/SNS users (targeting managers and employees)

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### **Preliminary survey**

SC1 Please select your occupation from the options below.

[Required]

1. Manager
2. Head of department
3. Section chief
4. No official position

SC2 Please select the number of employees at your company from the list below.

[Required]

- Less than 10
- 10-50
- 50-100
- 100-200
- 200-500
- 500-1,000
- More than 1,000
- I do not work at a company

Branch condition

Branch condition format : (SC2 or not 8)

SC3 Which of the following functions/applications do you use when utilizing a company computer or mobile terminal/mobile telephone for work purposes? (Please select all appropriate answers)

[Required]

\*Please do not select answers that apply to use for personal purposes only.

1. Email
2. Internet (excluding email)
3. Word processing software (Microsoft Word, Ichitaro, etc.)
4. Spreadsheet software (Microsoft Excel, etc.)
5. Presentation software (PowerPoint, etc.)

6. Image processing software (Adobe Photoshop, etc.)
7. None of the above (Exclusion) [[what is this?]]
8. Computer/mobile terminal/mobile telephone not used at work (Exclusion)

Branch condition

Branch condition format : (SC3 or not 7, 8)

SC4 Do you use communication tools or community sites such as blogs and SNS (mixi, GREE, etc.) through the Intranet at your company?

[Required]

1. Yes
2. No

### **Main Survey**

Q1 Please select all of the following that you use for work at your company/organization.

(Please select all appropriate answers)

[Required]

1. Intranet blogs
2. Intranet SNS
3. Blogs for the general public (livedoor, Yahoo! blogs, etc.)
4. SNS sites for the general public (mixi, GREE, etc)
5. Company-provided mobile phone
6. Email
7. Spreadsheets
8. Schedule management software
9. No applicable responses (Exclusion)

Options contd.

Questions contd. : Responses continue for Q1 [Please select all of the following that you use for work at your company/organization.]

Response options contd. : Intranet blogs Intranet SNS Blogs for the general public (livedoor, Yahoo! blogs, etc.) SNS sites for the general public (mixi, GREE, etc.)

Q2 How often do you use the following at work in an average week?

(one answer per question)

[Required]

	1. Less than once per week	2. 2-3 times per week	3. 4-5 times per week	4. 6-7 times per week
1. Intranet Blog @ @ IMPORT @ @ ([Answer] Displayed when answering Q1)				
2. Intranet SNS @ @ IMPORT @ @ ([Answer] Displayed when answering Q1)				
3. Blogs for the general public (livedoor, Yahoo!, etc.) @ @ IMPORT @ @ ([Answer] Displayed when answering Q1)				
4. SNS sites for the general public (mixi, GREE, etc.) @ @ IMPORT @ @ ([Answer] Displayed when answering Q1)				

Q6 Please select the response that best describes the form of your employment.

[Required]

1. Full-time (permanent staff member)
2. Contract worker, junior employee, temporary worker, junior employee, temporary worker)
3. Commissioned employee
4. Dispatched employee
5. Part-time employee
6. Casual staff
7. Other ( ) (Answer required)

Q7 Has communication via blogs, SNS, community sites and other media increased at your company/organization over the last three years? If you have been working at your present company for less than three years, please select [No change].

[Required]

1. No
2. Not significantly
3. No change
4. Increased somewhat
5. Greatly increased

Q8 At your company/organization, is information exchanged via a company blog/SNS regarding either comments from consumers/customers or observations made about consumers/customers by company employees?

[Required]

1. No
2. Not often
3. Difficult to say
4. To a certain extent
5. Very much

Options contd.

Questions contd. : Responses continue for Q1 [Please select all of the following that you use for work at your company/organization.]

Response options contd. : Intranet blogs Intranet SNS Blogs for the general public (livedoor, Yahoo! blogs, etc.) SNS sites for the general public (mixi, GREE, etc.)

Q9 How important do you consider Intranet blogs/SNS and blogs/SNS for the general public as a source of information relevant to your work? (one answer per question)

[Required]

	1. Not at all important	2. Not very important	3. Difficult to say	4. Somewhat important
1. Intranet Blog @ @ IMPORT @ @ ([Answer] Displayed when answering Q1)				
2. Intranet SNS @ @ IMPORT @ @ ([Answer] Displayed when answering Q1)				
3. Blogs for the general public (livedoor, Yahoo!, etc.) @ @ IMPORT @ @ ([Answer] Displayed when answering Q1)				
4. SNS sites for the general public (mixi, GREE, etc.) @ @ IMPORT @ @ ([Answer] Displayed when answering Q1)				

Branch condition

Branch condition format : (Q1 or 1, 3)

Q10 Based on the use of blogs/SNS at your company/organization, which of the following do you think are easier discussed/expressed using SNS than face-to-face communication?

(Please select all appropriate answers)

[Required]

1. Information and materials related to work
2. Advice/thoughts/ideas from others
3. Solutions to work-related problems (solutions to errors, mistakes, etc.)
4. Information about hobbies and entertainment
5. One's own character and inner self
6. The other party's nature, ideas, feelings, troubles, worries
7. Care for each other's feelings
8. Moving/tear-inducing stories
9. Values, religion, philosophy, hopes, dreams
10. A solemn atmosphere
11. A sense of enthusiasm for work
12. The work of employees with a different occupation
13. The work of employees with the same occupation
14. A flat relationship (non-hierarchical, non-coercive)
15. Clear distinctions between hierarchical levels (position in company, etc; clearly hierarchical/ coercive)
16. Other
17. Nothing in particular (Exclusion)

Branch condition

Branch condition format : (Q1 or 2, 4)

Q11 Based on the use of blogs/SNS at your company/organization, which of the following do you think are easier discussed/expressed using SNS than face-to-face communication?

(Please select all appropriate answers)

[Required]

1. Information and materials related to work
2. Advice/thoughts/ideas from others
3. Solutions to work-related problems (solutions to errors, mistakes, etc.)
4. Information about hobbies and entertainment
5. One's own character and inner self
6. The other party's nature, ideas, feelings, troubles, worries
7. Care for each other's feelings
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- 13. The work of employees with the same occupation
- 14. A flat relationship (non-hierarchical, non-coercive)
- 15. Clear distinctions between hierarchical levels (position in company, etc; clearly hierarchical/ coercive)
- 16. Other
- 17. Nothing in particular (Exclusion)

Q12 Do the employees of your company/organization like the company/organization?

[Required]

- 1. Not at all
- 2. No
- 3. Difficult to say
- 4. Yes, to an extent
- 5. Yes, very much

Q17 Do you consult or talk to your co-workers about the following topics?

(one answer per question)

[Required]

	1. No	2. Not often	3. Difficult to say	4. Sometimes	5. Yes(often)
1.Work-related issues					
2.Issues relevant to the company but not to you personally					
3.Subjects that interest you					
4.Personal concerns					

Q17-1 Are you ever consulted by your co-workers about the following topics?

(one answer per question)

[Required]

	1. No	2. Not often	3. Difficult to say	4. Sometimes	5. Yes(often)
1.Work-related issues					
2.Issues relevant to the company but not to you personally					
3.Subjects that interest you					
4.Personal concerns					

Q17-2 What do you feel when co-workers consult you on the following topics? (one answer per question)

[Required]

	1. Annoyed	2. Somewhat Annoyed	3. Difficult to say	4. Somewhat pleased	5. Pleased
1.Work-related issues					
2.Issues relevant to the company but not to you personally					
3.Subjects that interest you					
4.Personal concerns					

Q18 Would you assist persons from an unrelated department or group company if an issue concerning them came to your notice?

[Required]

1. Absolutely not
2. Probably not
3. Difficult to say
4. Yes, perhaps
5. Yes, probably

Q19 Would you give time or money to assist persons from an unrelated department or group company?

[Required]

1. No, neither time nor money
2. Yes, one of either time or money
3. Both time and money

Q20 If you thought of a new or innovative idea concerning work, would you discuss it with people around you at the workplace?

[Required]

1. Definitely not
2. Possibly
3. Difficult to say
4. Yes , [[probably]]
5. Definitely

Q21 At your company/organization, are employees recognized as having discretionary powers regarding their work?

[Required]

1. No/don't know
2. Not really
3. Difficult to say
4. More recognized than not
5. Yes

Q22 Do the opinions of regular employees reach managerial staff easily at your company/organization? [[ok?]]

[Required]

1. Not at all
2. No
3. Difficult to say
4. Yes
5. Yes, very much so

Q23 Are there many hierarchical levels within the management of your company?

[Required]

1. Yes, very many
2. Yes
3. Difficult to say
4. No [[, not really]]
5. Not at all

Q24 On what basis are wages determined at your company? (Please select all appropriate answers)

[Required]



1. Seniority by length of service
2. Results
3. Ability
4. Contribution to the organization
5. Activities outside/ involving persons external to the organization
6. Other ( ) (Answer required)

Q25 Here, 'telework' indicates work performed at a location other than the main company or offices (employee's home, etc.) and transmitted via a network connection. Does your company/organization have a telework system?

[Required]

1. No/never heard of it
2. Yes, in some departments (1-25% of the company)
3. Yes, in approximately half of the departments (26-50% of the company)
4. Yes, in most departments (51-75% of the company)
5. Yes, in virtually all of the departments (76-100% of the company)

Q26 Does your company/organization use or consider using the creativity and new ideas of employees when developing products or services?

[Required]

1. Not at all
2. No
3. Difficult to say
4. Yes
5. Yes, very much

Q27 Do you think that your company develops products or services using external networks (group companies, external individuals/organizations)?

[Required]

1. Not at all
2. No
3. Difficult to say
4. Yes
5. Yes, very much

Q28 Do you think your company has successfully produced effective new products, services or projects during the last three years? (one answer per question)

[Required]

	1 No	2 More no than yes	3 Difficult to say	4 More yes than no	5 Yes
1.New products					
2.New services/projects					

Q29 Do you think your company/organization invests financially or in human resources to produce effective new products, services or projects? (one answer per question)

[Required]

	1 No	2 More no than yes	3 Difficult to say	4 More yes than no	5 Yes
1. Investment in human resources					
2. Financial investment					

Q30 Do you think your company offers its employees financial or non-financial (commendations, etc.) incentives to produce effective new products, services or projects?

[Required]

1. Yes, both financial and non-financial incentives
2. Yes, financial incentives
3. Yes, non-financial incentives
4. No, neither

Q31 When cross-department activities (collaborations, etc.) are carried out at your company/organization, does the company/organization/upper-level staff provide financial support or understanding? (one answer per question)

[Required]

	1 No	2 More no than yes	3 Difficult to say	4 More yes than no	5 Yes
1.Understanding of organization/upper-level staff					
2.Financial support					

Q32 Are decisions made quickly at your company/organization?

[Required]

1. Not at all
2. More no than yes
3. Difficult to say
4. More yes than no
5. Yes, very much so

Branch condition

Branch condition format : (Q1 or 1, 3)

Q33 Which of the following have changed at your company/organization as a result of adopting a blog?(one answer per question)

[Required]

	1. Much slower/co stlier/narr ower/lon ger	2. Somewhat slower/costl ier/narrowe r/longer	3. Difficult to say	4. Somewha t faster/che aper/broa der/short er	5. Much faster/chea per/broader /shorter
1. The speed at which information is collected by individual employees					
2. The amount of money spent on information collection per employee					
3. The speed of decision making of individual employees					
4. The perspective of individual employees					
5. The time for employees to find an individual (key person) with relevant knowledge					
6. The time for employees to obtain information from an individual (key person) with relevant knowledge					
7. The time taken for employees to interpret and apply to their work information obtained from some source					

Branch condition

Branch condition format : (Q1 or 2, 4)

Q34 Which of the following have changed at your company/organization as a result of adopting an SNS? (one answer per question)

[Required]

	1. Much slower/costlier/narrower/longer	2. Somewhat slower/costlier/narrower/longer	3. Difficult to say	4. Somewhat faster/cheaper/broader/shorter	5. Much faster/cheaper/broader/shorter
1. The speed at which information is collected by individual employees					
2. The amount of money spent on information collection per employee					
3. The speed of decision making of individual employees					
4. The perspective of individual employees					
5. The time for employees to find an individual (key person) with relevant knowledge					
6. The time for employees to obtain information from an individual (key person) with relevant knowledge					
7. The time taken for employees to interpret and apply to their work information obtained from some source					

Q35 Does your company use Second Life or other virtual space to support PR or product development?

[Required]

1. Not used, will not be used in future
2. Not used, but under investigation
3. Used at present, but will not be used in future
4. Used at present, and will be used in future
5. Don't know